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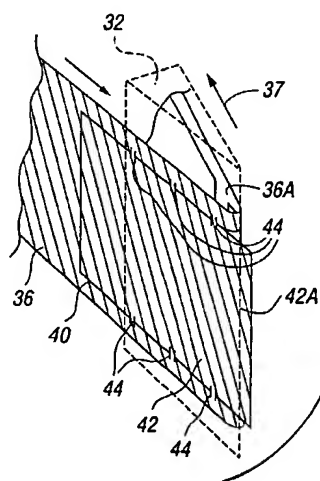
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(54) Title: APPLYING ADHESIVE LABELS TO PRODUCTS AND PRODUCT CONTAINERS



(57) Abstract: A web (36) of paper or the like has labels (42) defined therein by printing the web (36) followed by skip cutting (40) the web to define the label boundaries. The skip cutting (40) leaves the labels (42) connected to the remainder of the web (36) by breakable catch points (44). The labels (42) are rendered capable of being applied to product containers (16) by the web (36) having adhesive applied to the side opposite the printing, and the web (36) is rendered capable of being wound up by having an adhesive release coating, such as silicone, applied over the printing. By providing such a construction, the web can be fed through conventional applicator machinery in which, as the web passes over an applicator beak, sequentially the label leading edges of the labels protrude from web, and attach to product containers moving synchronously through the machinery, and as the application process continues, the catch points break resulting in complete removal of the labels from the web and application to the containers.